

WHAT IS CLAIMED IS:

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1. An interactive merchandising system, comprising:
- a user interface;
- a communication device;
- 5 an audio player;
- a rider buffer;
- a main processor receiving a programming signal and a rider signal and directing said programming signal to the audio player and storing the rider signal in the rider buffer;
- 10 an ordering interrupter;
- wherein upon receiving a command from the user interface, said ordering interrupter instructs the communication device to establish communication with an ordering center, and places an order corresponding to the rider data.
- 15 2. The system of claim 1, further comprising an ordering memory having ordering data stored therein.
3. The system of claim 1, wherein said programming and rider signals comprise radio transmission.
- 20 4. The system of claim 1, wherein said programming and rider signals comprise data transmission.

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5. The system of claim 1, wherein said communication device comprises a cellular phone.

5 6. The system of claim 1, wherein said communication device comprises a modem.

7. A method for soliciting and receiving for merchandise, comprising:

transmitting a programming signal; and

transmitting a rider signal comprising a rider ID and a merchandise code.

10 8. The method of claim 7, wherein said rider further comprises ordering contact data.

9. The method of claim 7, further comprising establishing a channel of communication with a recipient of the programming signal and obtaining a merchandise order corresponding to the rider signal.

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10. A method for merchandise order placement using a system having an audio part, comprising:

storing in said system personal ordering information;

receiving a programming signal in said system and sending the programming

20 signal to the audio part;

receiving a rider signal in said system and storing said rider in a rider buffer;

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upon receiving an ordering command, establishing a communication channel with an ordering center and placing an order corresponding to said rider and said personal ordering information.

- 5 11. The method of claim 10, wherein said step of establishing a communication channel comprises establishing connection over a telephony system.
12. The method of claim 10, wherein said step of establishing a communication channel comprises establishing connection over a computing system.